

ENGLISH



The Festival  
of Media  
**LatAm 2011**

**Miami, US**

12-14 October 2011

## AGENDA: UPDATE

[www.festivalofmedia.com/latam](http://www.festivalofmedia.com/latam)

# DAY ONE: THURSDAY 13 OCTOBER

## 9.25am WELCOME AND INTRODUCTION TO DAY ONE

- **Elias Selman**, chair of the conference and partner and director of Ibope media, director magazine *America Economia*, president Grupo Time
- **Charlie Crowe**, CEO, C Squared Holdings

## 9.30am SESSION ONE

### GLOBAL INTEGRATION: LATIN AMERICA AND THE WORLD ECONOMY

#### Latin America and the global meltdown

- **Hernando de Soto**, president, Institute for Liberty and Democracy

As the world waits to see how the financial systems of the West will recover from the debt crisis and banking breakdown, world-renowned economist and government advisor, Hernando de Soto, will assess the prospects for Latin America. Amid the general macro-economic uncertainty, might Latin American nations and businesses emerge as global examples of success and stability?

## 10.00am Latin talent: the rise of Latin advertising and media thinking

- **Philippe Krakowsky**, chief strategy and talent officer, Interpublic Group

One of the architects of IPG's global strategy will provide an overview of what global marketing trends and business forces are helping to shape the advertising economy of the region. As global advertisers grow their budgets across the region, what affects will this have. What can Latin America learn from other regions and what Latin ideas are being shared with the world?

## 10.20am Latin opportunities: the future of media and broadcasting in Latin America

- **David Zaslav**, CEO and president, Discovery Communications

Interviewed by: ▪ **Charlie Crowe**, CEO, C Squared Holdings

The leader of the world's largest non-fiction media company will discuss the role Latin America plays in the growth and profitability of the business. What are the prospects for pay-TV globally and how does Latin America compare to the global picture? Are developments in HD and 3D set to radically alter the benefits for advertisers?

## 10.45am NETWORKING BREAK AND SHOWCASE SESSIONS

## 12.00pm SESSION TWO

### MEDIA GETS PERSONAL

Chaired by: ▪ **Alex Banks**, vice-president, Latin America, comScore

#### Understanding social media

- **Alexandre Hohagen**, vice-president, Facebook – Latin America
- **Nicole German**, head of marketing for Canada and LatAm, LinkedIn
- **Glenn Brown**, director of business development, Twitter

The development of social media in Latin America told by those on the front line. What can we learn from the leading lights in the social industry? This session will comprise presentations and a panel, during which the latest user statistics and trends from the social revolution in Latin America will be revealed, plus a recent case study showing how a brand has used the social platform.

## 12.45pm Marketing in the data economy: the rise of the marketing technologist

- **Jan Gerits**, director of business intelligence and development, OMG LatAm

#### A new media paradigm

- **Henrique de Castro**, president global media, mobile and platforms, Google

As traditional turns to digital and as new online platforms emerge, marketers know more about consumers than ever before. How should the industry handle these new opportunities and what will be the implications for advertising in Latin America?

## 1.30pm NETWORKING BREAK AND SHOWCASE SESSIONS; LUNCH

## 2.50pm SESSION THREE

### LATIN AMERICAN BRANDED CONTENT

Hosted by: ▪ **Richard Izarra**, founder and CEO, PRODU

- **Rich DelCore**, director, global brand entertainment, Procter & Gamble

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- **Jack Alfandary**, SVP sales and new business development, Fremantle Media Latin America
- **Lovina McMurchy**, general manager, consumer and online division, Microsoft, Latin America
- **Iván Florez**, creative vice-president, Americas at Liquid Thread, SMV

Client, agency and media owners share their viewpoint of the rise of branded content solutions. What are the best cases of branded content in Latin America? What are the global trends? What are the implications to the relationships between agencies, clients and media?

## 4.05pm REFRESHMENTS

### 4.50pm **SESSION FOUR** TOUR OF LATIN AMERICAN MEDIA INNOVATION

Introduced by: ▪ **Adriana Mendizábal**, former global executive director, Visa

- **Monica Gadsby**, CEO LatAm and US multicultural, SMV
- **Pedro Cabral**, chairman, Isobar global team, Aegis
- **María Luisa Francoli**, global CEO, MPG
- **Julian Porras**, CEO LatAm, OMG
- **Natalia Vasco**, chief executive, Havas Media International
- **Michael Jones**, CEO LatAm, MEC
- **Nicolás Ramonde**, country manager Uruguay, Initiative
- **Annetta Cembrano**, CEO MediaCom Chile, COO MediaCom LatAm
- **Edgar Tarazona**, managing director LatAm, Mediabrands
- **Jorge Guglielmono**, CEO LatAm, Mindshare

Delegates will be treated to 11 cases, chosen by networked media agency chief executives as 'best in class'. Each agency chief executive will explain why they have chosen their particular case study, selected from entries to the Festival of Media LatAm Awards, before playing the case study show reels.

## 6.00pm CLOSE

## THE SHOWCASE THEATRE

### 10.55-11.35am **The decade of Latin America**

Come to this unique GroupM showcase session, where Sir Martin Sorrell, WPP group chief executive, will play virtual host to an in-depth analysis of social, political, economic and media trends across Latin America. With a unique interview, specially prepared for The Festival of Media LatAm, plus a compelling presentation by David Byles, chief executive of GroupM Latin America, attendees will hear insightful predictions as to whether we are indeed embarking on a "decade of Latin America". All invited guests will receive an invaluable copy of GroupM's 'This Year, Next Year' global media report.

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### 2.15- **The myths of mobile**

2.40pm Hosted by: ▪ **Marcio Chaer**, managing director, MMA Latin America

Has the media buying industry in Latin America really understood the many possibilities that mobile advertising can bring to brands? This exclusive showcase session will attempt to debunk some of the myths surrounding mobile communications. Our panel will bring fresh analysis on the growth of mobile and the take-up of smartphones, plus exclusive insights into the rise of new mobile formats and the latest advertising strategies. With case studies from the cutting edge of the mobile medium, this co-hosted session with the Mobile Marketing Association of Latin America will inspire as well as inform.

Including: ▪ **Alex Banks**, vice-president, Latin America, ComScore

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MOBILEMARKETINGASSOCIATION

# DAY TWO: FRIDAY 14 OCTOBER

9.15am WELCOME AND INTRODUCTION TO DAY TWO

9.20am **SESSION FIVE**  
**CONSUMER CHANGE IN LATIN AMERICA**

Hosted by: ■ **Karla Nausova-Velarde**, senior consultant, Effective Brands

**Lessons from Latin America's top consumer-facing company**

- **Woods Staton**, president and CEO, Arcos Dorados
- **Raúl Mandiá**, CMO, Arcos Dorados

*Latin Trade's* 'Dynamic CEO of the Year' and his CMO talk about their journey in building the world's largest McDonald's franchise here in Latin America. How has the Latin consumer changed over the years and how, in general, has the business environment developed? How is one of Latin America's most powerful companies adapting both its products and its marketing to the needs of the ever-changing Latin American consumer?

9.50am **Latin luxury: rise of a new consumer – panel discussion**

Moderator: ■ **Karla Nausova-Velarde**, senior consultant, Effective Brands

- **Carlos Ferreira**, CEO and founder, MCF Consultoria
- **Ruud Smeets**, founder and CEO, Elysians
- **Diego Stecchi**, managing director LatAm & Caribbean, Salvatore Ferragamo

There has been extraordinary growth of the luxury market in Latin America, especially in Mexico and Brazil, as global consumer goods companies are aggressively pushing into the region to offset slower growth in more mature markets in Europe. In this session, we will seek to understand what is causing the shift in the Latin American consumer behaviour towards luxury and how luxury brands are building their marketing strategies in the region. What does this trend say about social change in the region?

10.20am **Consumer-centric marketing**

- **Rob Master**, VP media Americas, Unilever

Rob will explain some of the emerging trends within Unilever's targets groups across the region and show how they are applying these insights to the media and marketing process.

10.50am **NETWORKING BREAK AND SHOWCASE SESSIONS**

12.00pm **SESSION SIX**  
**SPORTING PASSIONS, BRAND BENEFITS, NATIONAL IDENTITIES**

Hosted by: ■ **Damon Jonhson**, VP new media, Fox Pan American Sports

**Sports marketing – harnessing passion and creating social movements**

- **Alfonso Rodés**, CEO, Havas Media and deputy CEO, Havas
  - **Randy Ransom**, senior vice-president of Commercial - Latin America, SABMiller
  - **Alexandre Cardoso**, marketing director Terra LatAm and US
  - **Raí Souza Oliveira**, footballer and entrepreneur
- Interviewed by: ■ **Alexandre Cardoso**

'Brand Brasil' is in the ascendant, with both the FIFA World Cup and the Olympic Games heading to the Latin giant in the next five years. The events provide local brands with a unique opportunity to show their quality on a global stage, as well as providing global giants with a gilt-edged opportunity to make inroads into the Latin American market. In this session, we hear from a Brazilian hero and a global giant who will explain what Latin American sport means to them.

**ANNOUNCEMENT OF THE WINNER OF THE BEA DIGITAL COMPETITION**

1.15pm **NETWORKING BREAK AND SHOWCASE SESSIONS; LUNCH**

2.45pm **SESSION SEVEN**  
**THE EVOLUTION OF MEDIA**

Hosted by: ■ **Eliás Selman**

**Part 1. LEGAL BRIEFING**

Are governments across the region supporting or hindering the evolution of media and communication? Delegates will benefit from two briefings on legal developments in TV and digital.

Including: ■ **Gustavo Pupo-Mayo**, chairman, Television Association of Programmers, LatAm

# DAY TWO: FRIDAY 14 OCTOBER

## Part 2. MEDIA CHANGE

This session takes some of the most successful media brands in Latin America and explores how they are developing their businesses in the digital world. How is content changing and what advertiser solutions are they following? How, also, are formats and business models evolving?

### TV EVERYWHERE: THE NEW MULTI-SCREEN WORLD

- **Juan Carlos Urdaneta**, president, TBS LatAm

Regional viewpoints by:

- **Frederic Kachar**, CEO Editora Globo  
*Business is not over, business is bigger.*
- **Emilio Aliaga**, deputy director of digital and new media, Televisa  
*The Mexican giant goes digital.*
- **Manoel Lemos**, general digital director, Abril Media  
*From paper to screen, the Brazilian technological switch.*

Turner has been one of the most progressive broadcasters in taking its content into new channels. What is next for news and entertainment?

## 4.00pm REFRESHMENTS

## 4.30pm **SESSION EIGHT** MEDIA ACCELERATOR PROGRAMME

The Media Accelerator Programme (MAP) features innovative and exciting media businesses from Latin America pitching to win delegates' votes to become Festival of Media LatAm Hot Company of The Year.

## 5.15pm CLOSE - TO FESTIVAL OF MEDIA LATAM AWARDS CEREMONY AND PARTY

## THE SHOWCASE THEATRE

### 11.00-11.25am **The evolution and impact of social media on today's world**

- **Blake Chandlee**, vice-president of global agencies and accounts, Facebook

As the internet shifts from an era of curated content distributed by traditional means, to one powered by authentic people connecting in an unprecedented way, how is this affecting the way in which people discover content and brands. The world's largest brands are now questioning the role they play and are leaning heavily on their agencies to drive thought leadership in this area. Blake Chandlee, our vice-president of global agencies and global accounts will moderate this panel.

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### 11.30-11.55am **Latin America's digital landscape: the trends, challenges and opportunities**

- **Alex Banks**, ComScore VP, Latin America

Today, an internet user in Latin America will spend 26 hours online in a month, consume more than 2,000 pages of content, and perform more than 170 searches. This session will address the changing landscape of digital consumption in Latin America and the opportunities that exist. An interactive audience Q&A session will follow.

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### 2.00-2.25pm **Busting modern marketing myths**

- **Mark St Andrew**, editor, Cream

The truth about video, gaming and online communities. Cream's editor draws on the Cream case study library to challenge preconceptions, offer solutions and provide a global tour of innovation.

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